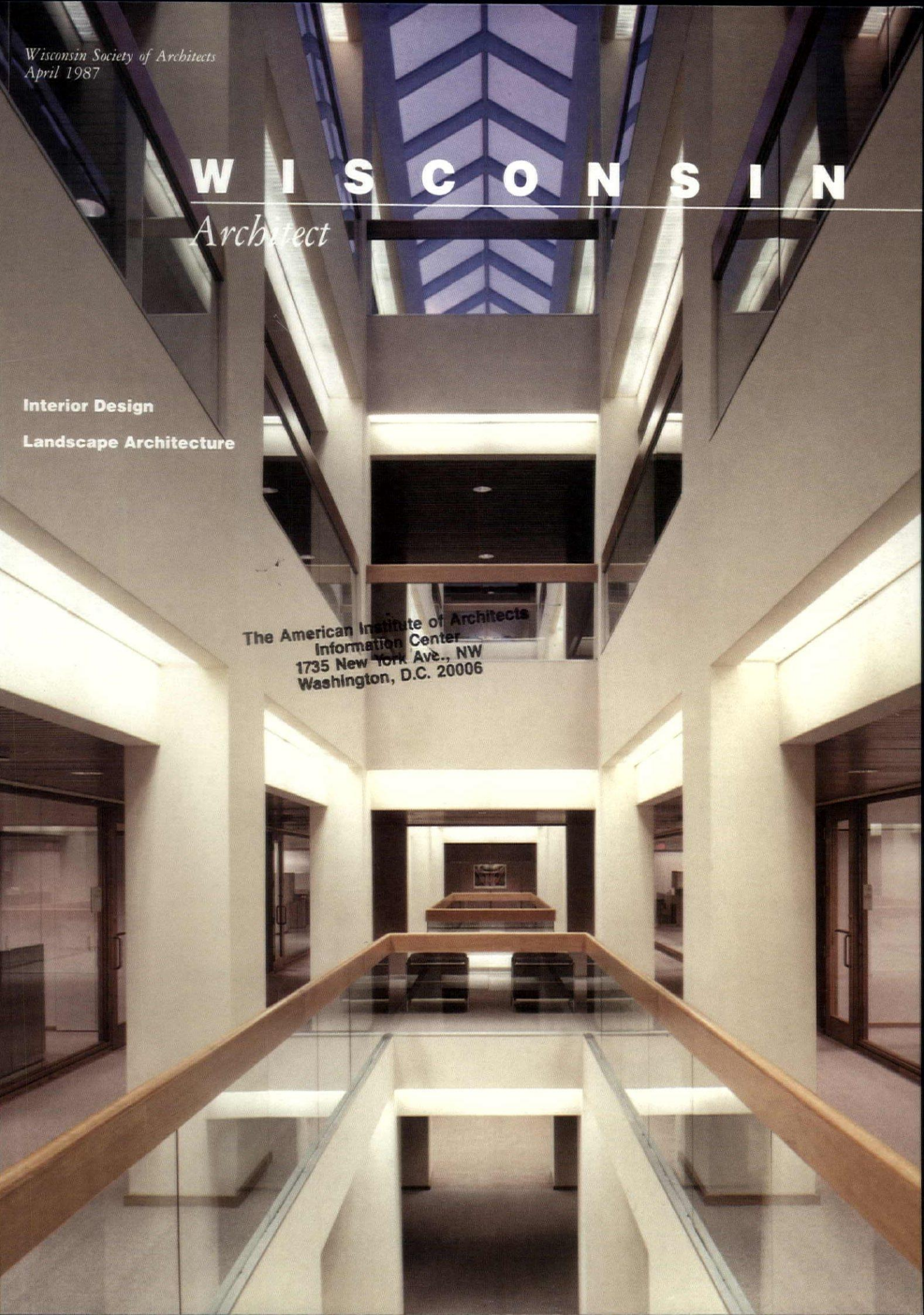
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During the past year the graphic design and editorial format have been greatly enhanced . . . we welcome your suggestions for improving the magazine.

Last month the Wisconsin Architect *celebrated the first anniversary of its new format. During the past year the graphic design and editorial format of the magazine have been greatly enhanced. It truly has reached a higher level of individual identity and professionalism.*

Many WSA members and others involved in the construction industry have commented favorably about the magazine and its new format. These comments are especially gratifying to the volunteers who have dedicated their time and talents to putting together a quality product each month.

The credit belongs to this "staff" of volunteers. This group includes Editorial Board members Peter Schuyler, AIA, Douglas Ryhn, Uel Ramey, AIA, and Robert Greenstreet, Editorial Director Harry Wirth, AIA, and Coordinating Editor Grace Stith. In addition, the hard work and dedication of Nancy Baxter, the magazine's Advertising Manager, and the support of our advertisers have helped make it all possible.

As with all good things, changes occur over the course of a year. Harry Wirth and Milwaukee graphic designer Steve Quinn guided the transformation in the graphic design of the magazine. Steve was the magazine's "volunteer" Art Director for most of 1986, but decided to step down in December. Harry also has determined it is time for him to "retire." The good news is that Steve will be back on board as the graphic consultant to the magazine beginning with the May issue.

With this April issue we bring you examples of the disciplines of interior design and landscape architecture. On behalf of the Editorial Board, we welcome your continued support and your comments and suggestions for improving the magazine.

William M. Babcock
Executive Director

Project **Winnebago County Multi-use Recreation Area**

Landscape Architect **Schreiber/Anderson Associates**

City **Oshkosh, Wisconsin**

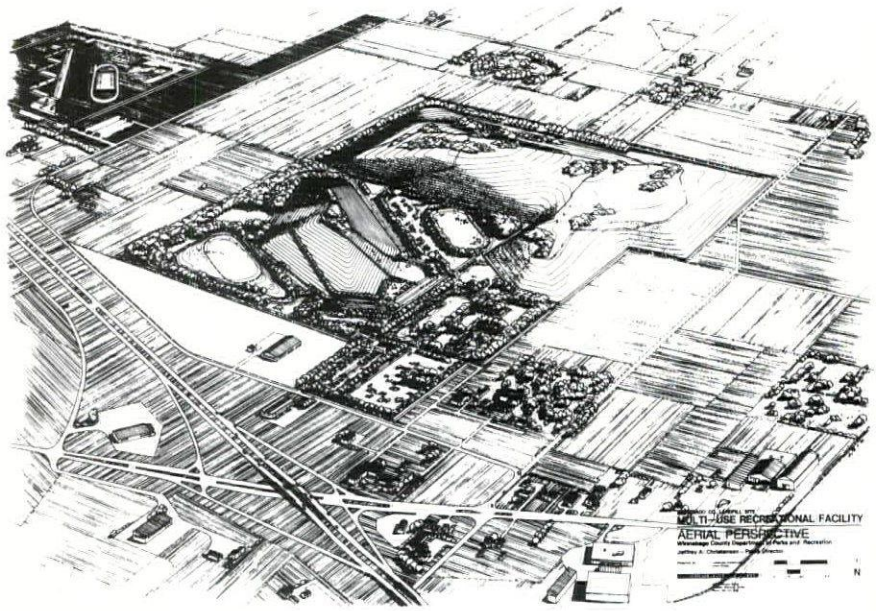
In 1985, Schreiber/Anderson Associates prepared a master plan for combining five large parcels of county-owned land located in an area directly north of Oshkosh into a regional park for Winnebago County. Each parcel was programmed for specialized recreation use and the parcels were interconnected by a system of recreation trails. The Winnebago County Landfill site was one of these parcels. The site's unique location, landform configuration, relationship to surrounding land uses and access to major highways were key considerations for programming the future use of this site as an off-road motorcycle recreation area and winter park. Both these activities are in high demand by residents of Winnebago County. The landfill would also be abandoned in less than three years so that it was important to the County to find an appropriate final use.

Another important consideration for promoting this use was the existence of a State funding program that would contribute 75% of the money needed to plan and construct the off-road motorcycle facility and up to 50% of the costs for annual operation and maintenance of the facility.

The Wisconsin Chapter of the American Planning Association selected this project for Meritorious Award for 1986.

Project Team:

- *Schreiber/Anderson Associates — Principal Planners & Project Coordinators.*
- *OMMNI, Inc. — Landfill Engineers.*
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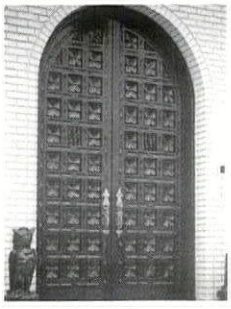
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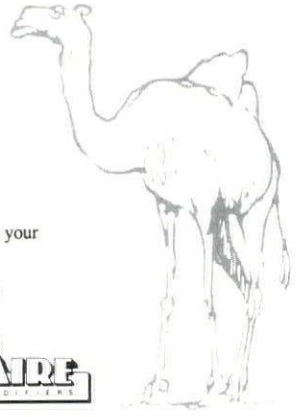
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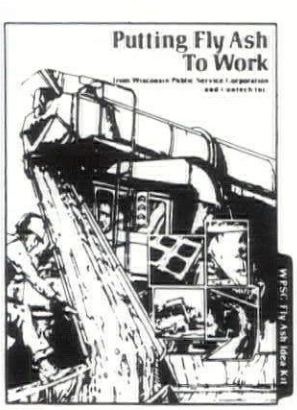
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Project	**George and Marita Smith Residence**
Landscape Architect	**J.J. Fernholz and Associates**
City	**La Crosse, Wisconsin**

The objectives in this residential remodeling were to solve a standing water problem in the backyard, to eliminate a steep slope which had been a mowing hazard, to increase usable outdoor living space, and to provide flower gardening space for the owners, who are avid gardeners.

Neighborly owners rejected the simple solution of diverting stormwater to the 'downstream' neighbor.

The site analysis revealed a change in elevation barely adequate to attain surface drainage to the street, but a terrace of concrete pavers at a 0.5% gradient, and concise grading of turf areas at 1.4% accomplished the desired result. (Optimum is 1% for hard surfaces and 2% for turf.) Grades within the drip lines of existing shade trees were conscientiously preserved.

Split limestone retainment eliminated a slope, provided gardening at convenient heights, and enlarged the usable yard. A mowing strip simplifies maintenance.

A widened entry walk clarifies the visitor's destination.



GREEN IMAGES

by
Rhea Lilly

Many of the buildings attracting great attention across the country are those offering indoor gardens or atriums. Remove the plants, and the lobby becomes cold and uninviting, almost tomb-like.

Interior plantscaping in the modern building is not new. Plants have been used in lobbies for decades. Large palms were common in many hotels at the turn of the century, and small displays of green foliage were used as decoration and to aid in traffic flow in Rockefeller Center buildings in the 1930's.

However, major interior plantings are relatively new. In fact, the first major atrium-type planting was at the Ford Foundation on Manhattan's East side. This ⅓-acre interior garden was completed in 1967 and has been emulated ever since in office projects across America, as well as the newest buildings in Europe.

What has caused the greening of office buildings, both large and small? Very few first-class office buildings are considered complete without some form of interior blooming or foliage plantings. The same can be said for residential condominiums, hotels, shopping malls, and, even, airport terminals. Plants are used in all building types as living screens to create privacy, as traffic barriers, as decoration, and as living sculpture.

Requirements are different for each building, although the objective is the same. Plants located in the public spaces of any building provide a certain image for that property. Like materials used in the lobby flooring — from aggregate concrete to Italian marble — green plants do make a statement about the property. The more elaborate the interior plantscaping, the more positive reaction to the building. However, more elaborate plantings increase the cost, not only for initial installation, but for their ongoing maintenance. Unlike some exterior landscaping requiring a general clean-up once each quarter, interior plantscaping needs professional maintenance care 52 weeks per year.

Today's building manager is not necessarily expected to know all about plants and their care. As a result, most well-managed office buildings have a service agreement with a company specializing in interior plantscaping and plant maintenance. This ongoing service, however, creates more problems and confusion with building developers, owners, managers, architects, landscape architects, and interior designers than just about any other facet of the interior plantscape business.

For instance, it is not inconceivable to imagine the effect several 20 foot tall trees scattered around a space would have on the image of the building. What is difficult to imagine, however, is the effect that foliage has on the on going budget of the life of the building. Once trees are in place, they must be maintained or will lose their purpose.





Because plants are such an important part of a building's image, they must look good at all times. To insure this objective, it is most important to seek bids on guaranteed maintenance as opposed to non-guaranteed maintenance. As the term indicates, guaranteed maintenance means the maintenance contractor will replace a plant should its appearance decline during the contract. Most contractors figure between 20 to 30 percent of the plants will need to be replaced in any 12 month period. A project involving a sale of $10,000 worth of plants can result in a replacement cost of up to $3,000 each year.

However, the cheapest price in plant maintenance is usually not the best deal. Anyone can carry a water bucket. Once plants in a building have been allowed to deteriorate by a less than professional plantscape contractor, a building owner's only choice is to pay for a new installation.

Plants should enhance the image of a commercial building. When they don't — due to poor maintenance or poor selection — it is better to not include them in the building environment at all.

Photography: Al Gartzke
(Excerpts of article from Building Magazine, reprinted with permission of author.)

The key to achieving the right look without ruining the operational budget is in the planting specifications. It does not matter if the building is new or an older property under renovation; the design intent for the property today, as well as future budget considerations, are important. Types of plants chosen can either reduce or increase long-term costs. For example, some plants must be rotated or replaced periodically, and this cost is passed on to the building owner in the monthly fee. Reducing the size of plants in hopes of reducing cost is not realistic either. Unlike exterior landscapes, interior plants will not grow to larger versions in time.

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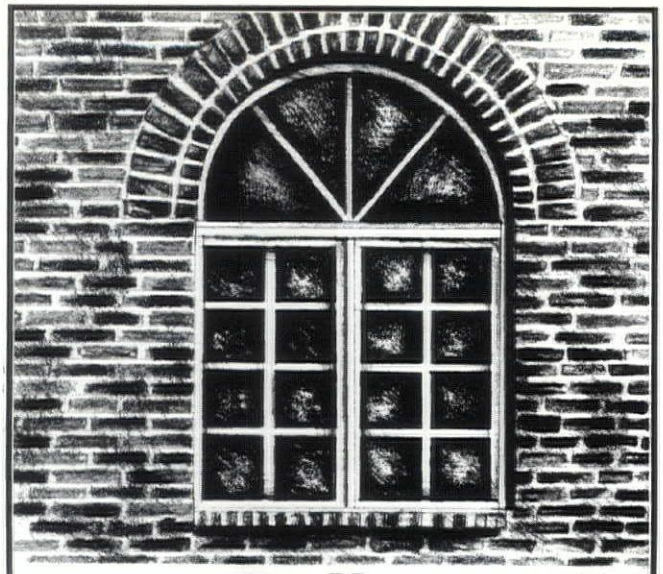
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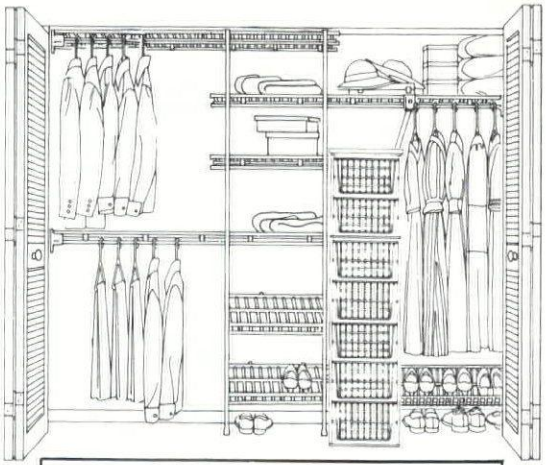
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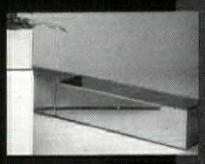
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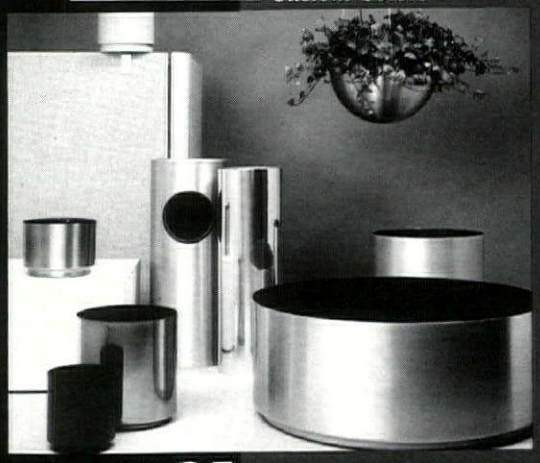
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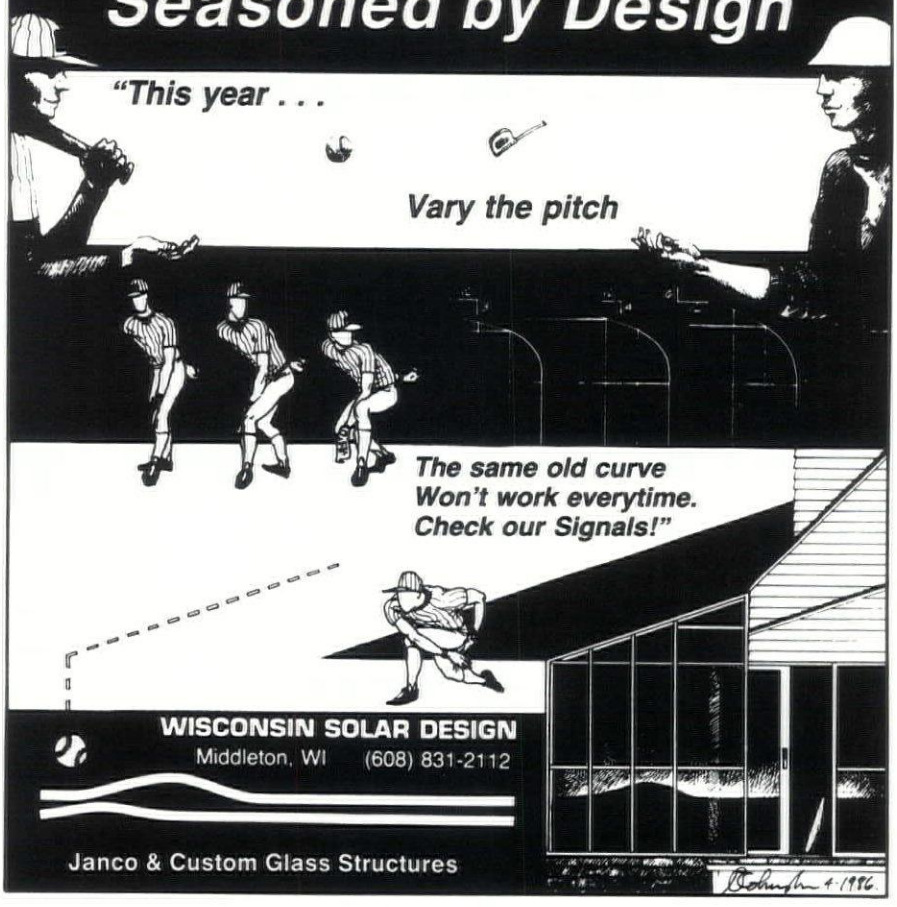
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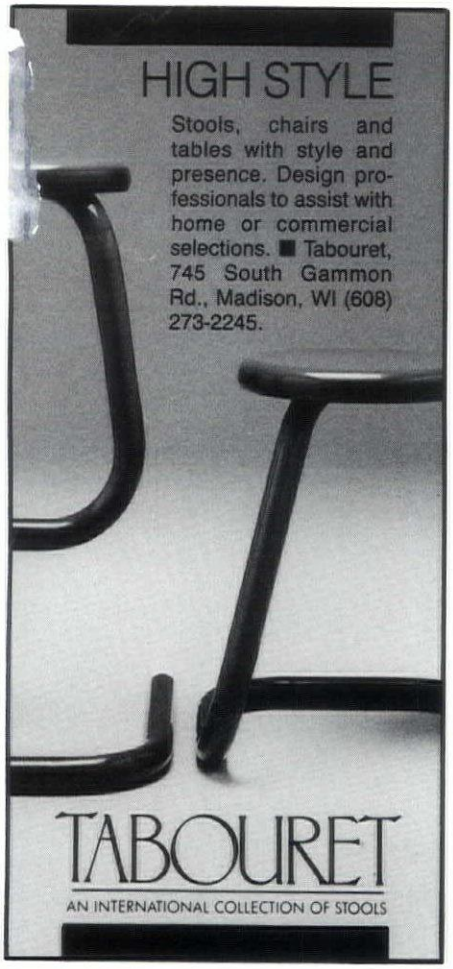
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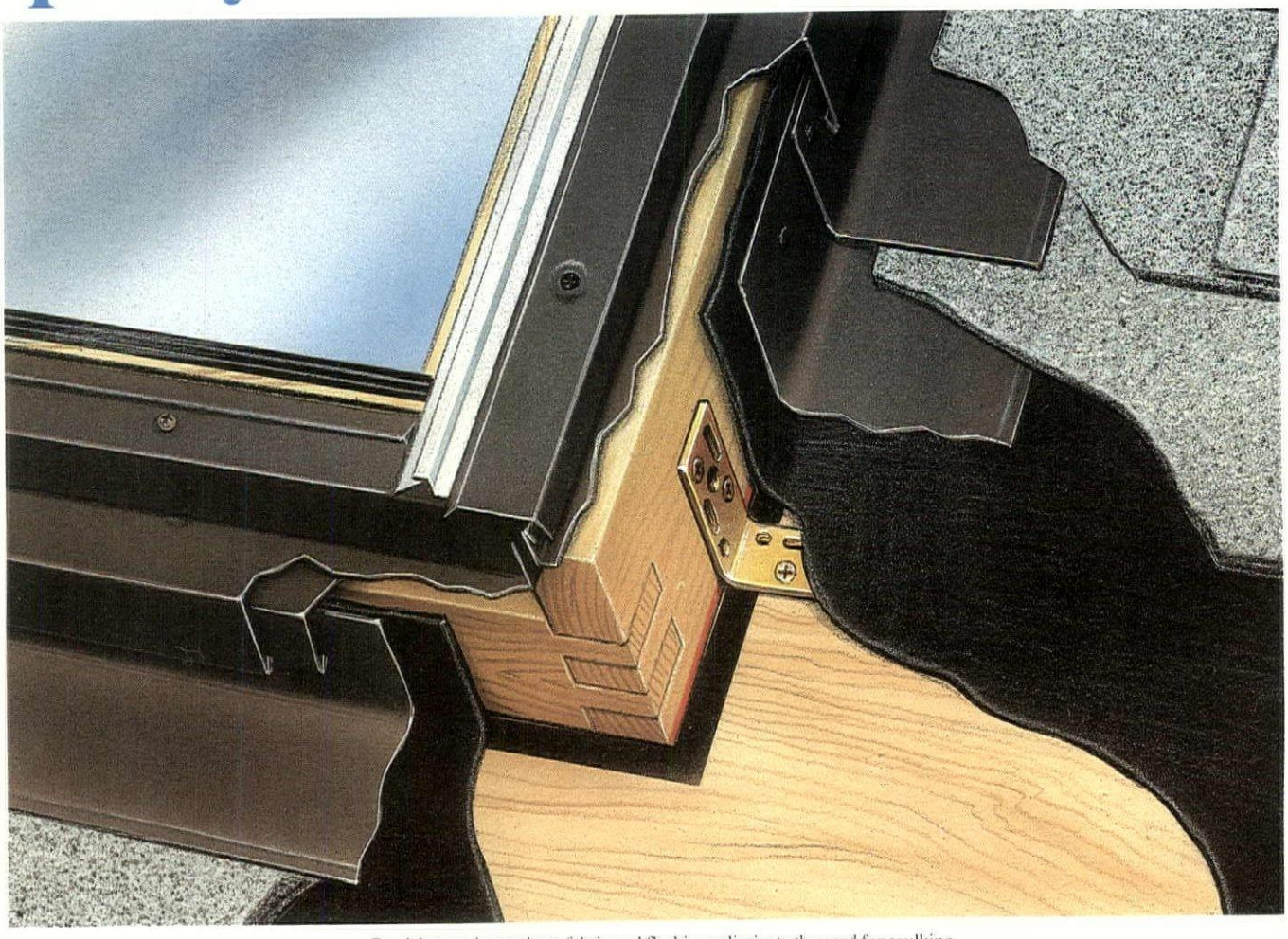
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Project **Coopers and Lybrand**

Interior Designers **the Zimmerman Design Group**
Robert E. Lewcock, ASID

City **Milwaukee, Wisconsin**

Photography **Howard Kaplan**

A national accounting firm required complete interior design services for their new offices in Milwaukee's 411 Building.

The basic design intent for the firm was to design an office environment that would create a statement of quiet understated elegance. To achieve this, elements from the building's architectural detailing were a source of inspiration for the interior detailing. In that the building presents a unique 45° angle clipped corner footprint, this angular detailing was mirrored in the interior fenestration.

Horizontal wood moldings were developed for wallscapes to help organize exterior window openings and interior passages as well as furniture, furnishings and artwork. Detailing is carried out with mahogany elements with feature strips, chair rails and base moldings all incorporating the chaffered 45° detailing. Flooring incorporates the theme with borders of carpet and parquet and even inserts of custom carpet incorporating the diagonal. This means the spaces appear more expansive and cohesive.

New furnishings were custom designed for the project incorporating the same details in mahogany, accented by wenge wood. Custom woven textiles were created and used for all seating devices. Existing furniture was refinished to be compatible with the mahogany tones established with the new furnishings.



Artwork was a major consideration for the client and was an early ingredient in the design development stage. Selected pastel paintings by Nancy Jones and hand-made paper by Bill Weege inspired the color program.

Uplifting accent colors of berry, violet and cornflower blue are set against a neutral taupe color for walls, floors and window coverings.





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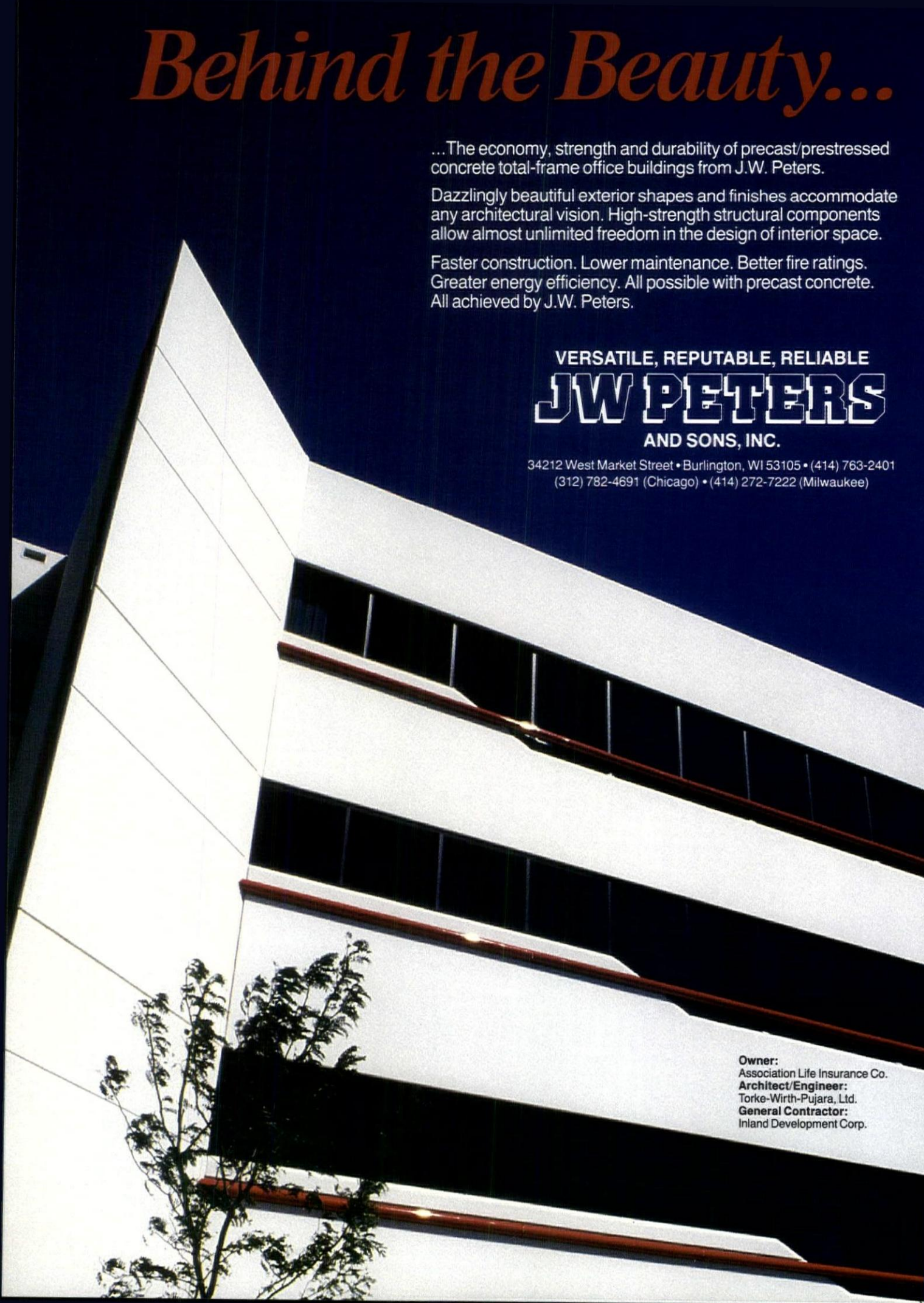
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by Bill Babcock

Going One-On-One

Since the inception of the Qualification Based Selection (QBS) program in September 1985, the WSA has assisted over 100 public and private owners in Wisconsin in establishing a process for selecting an architect based on qualifications rather than solely on price. The WSA provides this public service at no charge to the owner.

The response to the QBS program has been greater than anyone anticipated. It is a success because of several reasons.

Most owners do not build or remodel facilities often enough to know how to adequately plan for such a project or how to go about selecting an architect in the most efficient and cost effective manner. Public owners in particular have recognized quickly the value of an established selection process that saves them time and involves an objective evaluation process that can stand up to public scrutiny.

Architects have supported the QBS process by referring owners to the WSA for assistance. The QBS process saves architectural firms time and money because they know how to better prepare and plan for interviews based on a uniform set of criteria and information that is shared with all firms.

The key to the success of this innovative owner-assistance program, however, is the availability of an individual who can work one-on-one with the owner. The QBS facilitator, working as an independent third party, consults with owners and helps them tailor the QBS process to fit their particular needs.

A draft report/workbook on QBS has been prepared by the WSA and was distributed at the AIA's Grassroots conference in Washington, D.C. earlier this year. The report, which is being reviewed by the national AIA, documents the Wisconsin experience and is designed to provide a basis for the development of information and materials that can be used by other AIA components in operating their own QBS program.

However, for the QBS process to work and work effectively it takes more than brochures and sample forms. It requires an independent third party working one-on-one with owners. This is the lesson we have learned during the past year and a half that the QBS program has been in place.

The WSA's QBS effort has been supported by a grant from the AIA. However, this source of financial assistance will expire at the end of 1987. As part of its long-range planning effort, the WSA Board of Directors agreed that the QBS program was highly meritorious and there should be a search for funding to continue the program.

The WSA has in place an innovative, unique and effective program for assisting owners in developing a qualification-based process for selecting an architect. Its benefit to the profession is recognized and well documented. Your input and suggestions as WSA members regarding possible sources of additional revenue to continue the QBS program is encouraged. Call the WSA office . . . and let's talk about QBS.

Project **S.C. Johnson Company**

Interior Designers **the Zimmerman Design Group**
Robert E. Lewcock, ASID

City **Racine, Wisconsin**

Photography **Howard Kaplan**

This former wax manufacturing plant is nestled in the S.C. Johnson Company's campus directly adjacent to the famous Frank Lloyd Wright buildings. Originally, the owner intended to renovate a small portion of the abandoned plant to house a print shop and mail room. During the design phase, it was apparent the project was more complex due to, among other things, the lack of handicap accessibility, inadequate building support systems, and poor energy efficiency. When it became obvious this project was more than a space planning exercise, the architect proposed a master plan which included the complete renovation of the plant to house some of the company's executive, administrative and support staff.

Design challenges were numerous and included: the consolidation of several "loose" departments into one building, while creating a "corporate" image to compliment, but not overshadow its famous neighbor; as portions of the plant were built at different time periods, floor levels were uneven thus creating two different building sections; the building configuration is long and slim with other buildings close by blocking



light completely on two sides, creating an overall dark and narrow environment.

Designers at the Zimmerman Design Group created an atrium to accommodate the varying floor levels and provide an opportunity to bring natural light into the center of the building. This area also became the focal point and main circulation area for the building. As the surrounding building site is primarily industrial, the atrium also provides an opportunity to integrate greenery to soften.

Articulation of door and window casings creating horizontal ribbons. This horizontal detail, with the borrowed lights, creates an illusion of spaciousness and compliments the neighboring Frank Lloyd Wright structure.

Terra cotta, accented by taupe, burgundy and navy tones, also follows the motif set by its neighbor and is predominate throughout the building.

Full height partitions enclose areas for managers and conference facilities while staff utilizes an open office system for flexibility and ease of change.

Perimeter private offices are linked to open office areas through extensive use of sidelights and clerestory borrowed lights. Atrium guardrails are made of glass. The result is a large floor area bisected by a main soffit atrium, permitting natural light to penetrate through the space at different intensities, colors and directions creating a very exciting and stimulating office environment.





Designer With Nature:

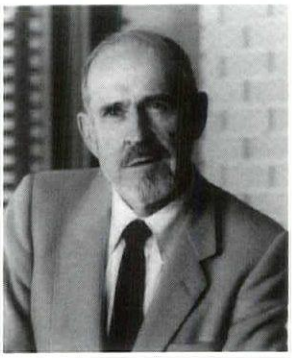
Fay Jones received his architectural training at the University of Arkansas (Bachelor of Architecture 1950) and Rice University (Master in Architecture 1951). He served an apprenticeship to Frank Lloyd Wright in 1953.

His professional career has been a combination of teaching and practice. He has taught at the University of Oklahoma (1951-1953) when Bruce Goff was head of that school and at the University of Arkansas where he has served as Chairman of the Department of Architecture (1966-1974) and as Dean of the School of Architecture (1974-1976). His honorary degrees include a Doctor of Fine Arts from Kansas State University (1984) and a Doctor of Humanities from Drury College (1985). He is a Fellow of The American Institute of Architects and a Fellow of The American Academy in Rome.

His firm has received 17 national design awards including the *1981 Wood Design Award* (awarded by The American Wood Council), the *1981 and 1982 Tucker Architectural Award For Design Excellence* (awarded by The Building Stone Institute), and a *1981 Honor Award* from The American Institute of Architects for Thorncrown Chapel.

His work has been featured in *Architecture: The AIA Journal, Progressive Architecture, Architectural Record* and *Architectural Digest,* as well as other nationally distributed magazines such as *Life, Time* and *Newsweek.*

His projects have also been published in numerous foreign publications such as *The Architectural Review* (England), *Architecture And Urbanism* and *Nikkei Architecture* (Japan), *Shoner Wohnen* and *Baumeister* (Germany), and *L'Architettura* and *Domus* (Italy). He has served as a visiting critic and lecturer at numerous schools of art and architecture throughout the country. His honors include a Rome Prize Fellowship in 1980-81 through which he spent six months in independent study at the American Academy in Rome, and in 1984 he received the *Tau Sigma Delta Gold Medal* for distinction in architectural design.



In 1985 The Association of Collegiate Schools of Architecture bestowed on him, for his "sustained creative achievement in the advancement of architectural education," the title of *ACSA Distinguished Professor.*

E. Fay Jones, FAIA

horncrown Chapel rises 48 feet from its flagstone nave to the apex of its ridge skylight. is an intricate web of wood and glass that accepts every nuance of light and registers ery subtlety in the landscape. It is a brilliant testimony to the power of architecture intensify experience and inspire contemplation, and a fitting gauge by which to mea- re one architect.

— Architectural Record/March 1981.



Procrastinators Anonymous

A representative from PA (Procrastinators Anonymous) recently contacted the WSA office because they had heard that some WSA members had not yet registered for the 56th Annual Convention. The PA representative believed that these individuals would be ideal candidates to add to his organization's membership roster.

No names were divulged, however, because there is still time to register for the WSA Convention at the Olympia Village in Oconomowoc on May 6 and 7. WSA members are busy people, but they won't want to miss out on this year's gala event which will focus on interdisciplinary design.

What are some of the scheduled events? Try these on for size:

1) Nationally recognized speakers; Paul Haigh, Bill Stumpf, Nancy Skolos, and E. Fay Jones, FAIA.

2) Internationally recognized Construction Industry Reception and Cocktail Party with live, yes live, entertainment produced exclusively for the WSA Convention (May 6).

3) Door prizes and over 130 exhibit booths with the latest in construction industry materials and services.

4) Practice-oriented workshops galore on computers, liability, historic buildings, air quality and more.

5) WSA Honor Awards presentation and analysis.

6) And much, much more all for an embarrassingly low registration fee.

For more information or to register by phone, call Karen or Sandra at the WSA office at 1-800-ARCHITECT (257-8477 in the Madison area).

Health Facilities Review

A new publication from the AIA Press recently found its way to the WSA Library, *Health Facilities Review*. It features 99 outstanding healthcare facilities in the United States and Canada that respond to the needs of an increasingly competitive marketplace.

The health facilities presented in the publication were selected by a jury of architects and healthcare administrators as representative of quality design and healthcare projects.

But wait . . . here's the rest of the story. In thumbing through the publication the WSA's ace book reviewer recognized a familiar name — Flad & Associates of Madison, Inc. This WSA member firm's Minot Air Force Base project is featured on pages 130-131 of the publication. The 178,000 square foot hospital/clinics facility is currently under construction and is expected to be completed by December, 1987. Congratulations.

Flattered

You know what they say about the sincerest form of flattery. Well, according to its recent newsletter the Architects Society of Ohio plans to utlize the concepts developed by the WSA's Qualification Based Selection (QBS) process to produce materials for convincing public clients in Ohio to use a process based on qualifications and competence for selecting architects.

SARUP Founders Dinner

The Wisconsin Society of Architects and the Wisconsin Architects Foundation were well represented at the Founders Dinner for the University of Wisconsin-Milwaukee School of Architecture and Urban Planning.

The dinner was held to recognize and show appreciation for the efforts of the architects who worked so hard to establish a school of architecture in Wisconsin. As a result of their efforts, the School of Architecture and Urban Planning was founded at the UWM in 1969. SARUP now offers six degree programs from the B.S. in Architectural Studies through the Ph.D. The school's professional masters degrees are fully accredited by the NAAB and the PAB.

Among the founders who were able to attend the dinner were WSA members Willis and Lillian Leenhouts, Maynard (Mike) Meyer, Mark Pfaller, George Schuett and William Wenzler. Tom Nisbet represented the WAF.

A good time was had by all as the founders were able to renew old acquaintences, meet with current faculty members, examine student work from recent studios, and view a demonstration of SARUP's new computer-aided design system.

Dean Carl Patton expressed SARUP's deep appreciation for the work of these and other individuals who were part of the early task force to establish a school of architecture in Wisconsin. Needless to say, the founders expressed pleasure with the results of their efforts and the progress occurring at the school.

Architours

The sixth annual Spaces and Traces Tour presented by the Historic Milwaukee, Inc., will be held on May 16 between 9:00 a.m. and 5:00 p.m. The tour will feature Layton Boulevard from the Mitchell Park Domes to Forest Home Cemetary, and includes guided tours of three Frank Lloyd Wright American System Built Homes. For more information about the Spaces and Traces Tour, please call 414-277-7795.

People & Places

Elwood "Woody" C. Barthel has been named an associate at MARATHON ENGINEERS/ARCHITECTS/PLANNERS. Mr. Barthel joined the firm in 1972 as a project architect and advanced to corporate architect in 1983. He actively participates in the research, design development, production, cost control and construction phases for architectural projects.



PLUNKETT KEYMAR REGINATO ARCHITECTS is pleased to announce the appointment of David J. Rajsich as partner. This management change signifies the firms next generation of leadership. His emphasis will be in the area of Computer Aided Design, Project Management and Marketing. Mr. Rajsich joined the firm in 1976.

FLAD & ASSOCIATES has expanded its health care facilities design group by establishing a new health care division in Milwaukee. FLAD'S new health care division will be located in the Flad/Affiliated Office at 825 North Jefferson Street in Milwaukee.

Alumni

In his article, "Architecture, Art and Alternatives," featured in the October **Wisconsin Architect,** Gary Zimmerman highlighted the many contributions made by Elmer Johnson to the architectural profession. Gary reports that he continues to seek out and respect the professional wisdom of his mentor.

One of the more significant contributions was that over the years the architectural firm of Grassold and Johnson was the spawning ground for a covey of prominent Milwaukee and Wisconsin architectural firms. Their principals gained professional experience under the tutelage of Herbert Grassold and Elmer Johnson. The litany of alumni includes Dick Blake, Bruce Boswell, Bill Guerin, Kurt Green, George Gunn, Matt Goebel, Jordan Miller, Arthur Py, Mac Slater, Tom Torke, George Waltz, Al Wenzel, Robert Wirth, Walter Zoller, and many others. Thank you Gary for providing the alumni roster.

Membership Action

GREENWOOD, THOMAS A., was approved for Student Membership in the Northeast Wisconsin Chapter.

HOWELL, JOHN, was approved for AIA Membership in the Northwest Wisconsin Chapter.

VANLANEN, ROBERT, was approved for Student Membership in the Northeast Wisconsin Chapter.

WEBER, ANDREW, was approved for Associate Membership in the Southeast Wisconsin Chapter.

FREDING, MARK D., was approved for AIA Membership in the Southeast Wisconsin Chapter.

PEOT SHIELDS, JOY, was approved for AIA Membership in the Southeast Wisconsin Chapter.

LAWRENCE, CHARLES, was reinstated to the AIA Membership in the Northwest Wisconsin Chapter.

AMBERG, PAUL, was approved for Student Membership in the Southeast Wisconsin Chapter.

APOSTOL, LUCIA, was approved for Student Membership in the Southeast Wisconsin Chapter.

JONES, KEVIN S., was approved for Student Membership in the Southeast Wisconsin Chapter.

MECIKALSKI, EDMUND F., was approved for Professional Affiliate Membership in the Southeast Wisconsin Chapter.

KUBALA, THOMAS, was approved for AIA Membership in the Southeast Wisconsin Chapter.

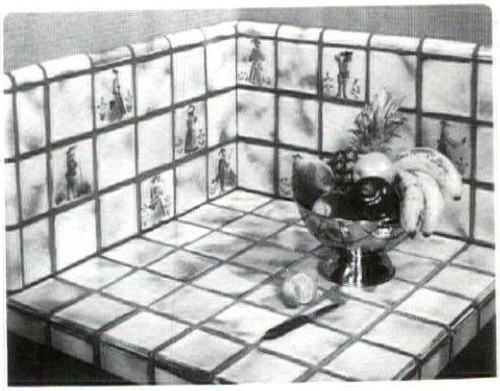
MICHA, VINCENT, was approved for AIA Membership in the Southeast Wisconsin Chapter.

WASHATKO, ALLEN, was approved for AIA Membership in the Southeast Wisconsin Chapter.

SHIELDS, JAMES, was approved for AIA Membership in the Southeast Wisconsin Chapter.

RISLEY, BRUCE, was approved for Associate Membership in the Southeast Wisconsin Chapter.

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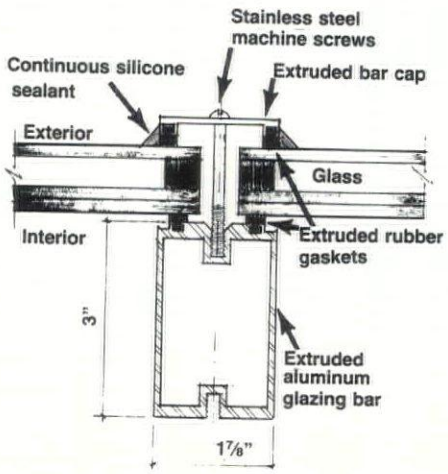
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The recently completed $15 million expansion and renovation of Mayfair Mall in Milwaukee, Wisconsin features nine skylights done by Super Sky Products, Inc., including this imposing 30 foot pyramid entrance way.
The project was unique in that the owners and architects used a fast-track, design-build process to complete the renovation in record time. Though the architect drew the general scope of the skylights, Super Sky filled in the details, recommending efficient geometries and designs to save costs and time during the fabrication and installation phases of the project.
For more information contact David Fogelstrum & Associates, 675 N. Brookfield Rd., Brookfield, WI 53005 414-782-7713.

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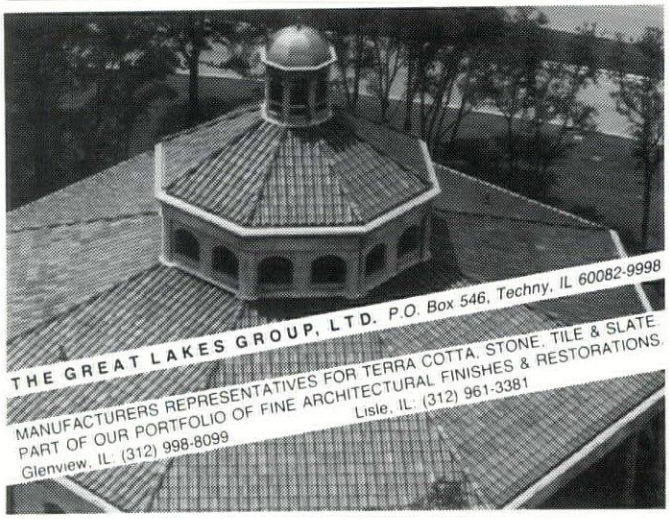
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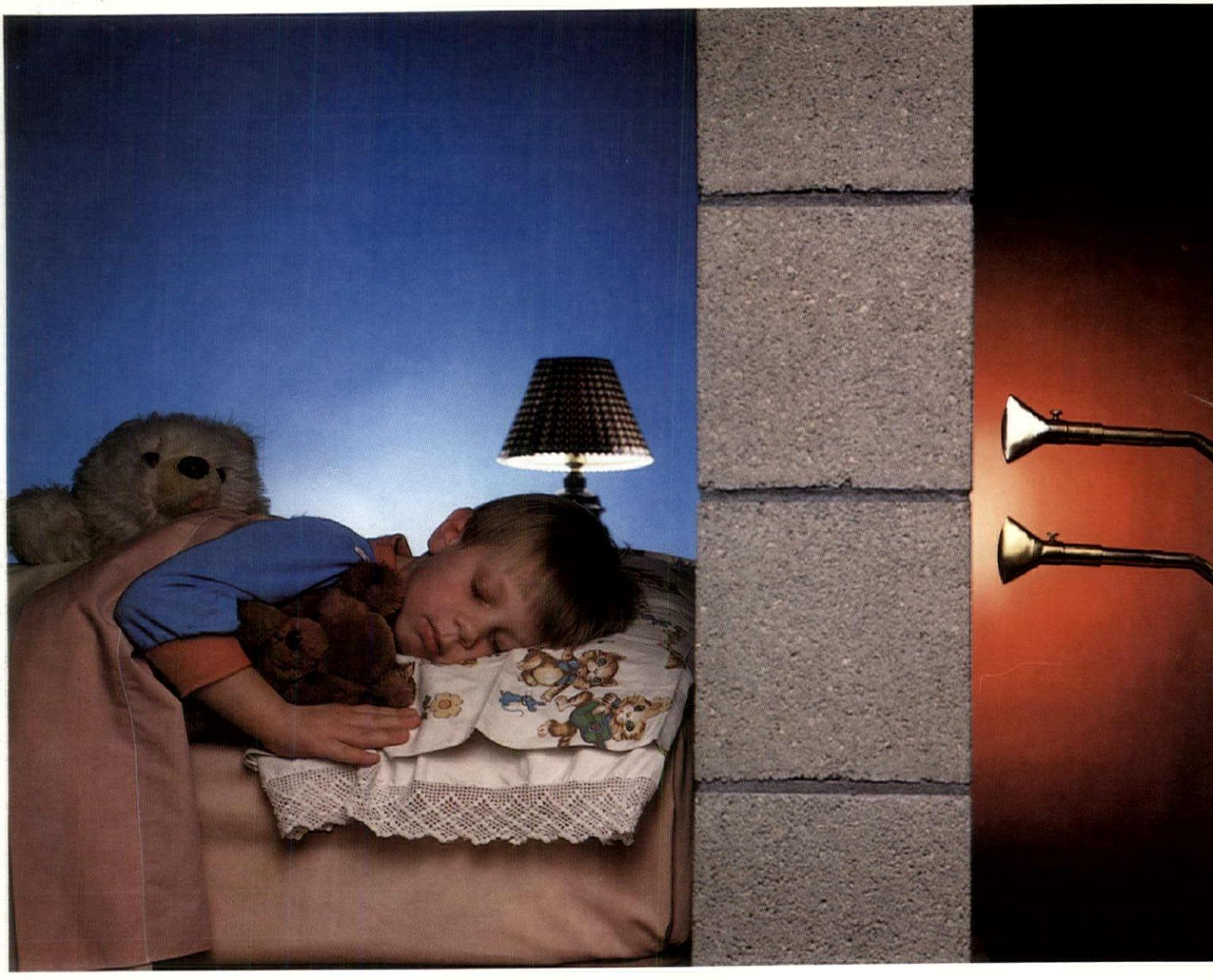
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